

**Code: 13 MBA2016****ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)****MBA III Semester Regular Examinations, December, 2014****KNOWLEDGE MANAGEMENT****Time: 3 Hours****Max Marks: 60**

**Answer any Five Questions  
All questions carry EQUAL marks  
Question No: 8 is compulsory**

1. Define knowledge management. Discuss its scope and significance.
2. Explain the importance of drivers and pillars of knowledge management.
3. Discuss knowledge life cycle in a knowledge organization.
4. Elaborate on knowledge mapping techniques.
5. Write notes on the following:
  - a. Explicit knowledge
  - b. Online Analytical processing
  - c. ERP
  - d. Job hopping
6. Discuss the relationship between customer relationship management and knowledge management.
7. How do you build competitive advantage through training and development?
8. CASE STUDY: KNOWLEDGE SHARING AT WTIA

The Washington Technology Industry Association (WTIA), formerly the Washington Software Alliance (WSA), is the largest statewide association of technology companies and executives in the world. With more than 1,000 member companies, the WTIA is instrumental in setting industry direction, facilitating expertise sharing, and advancing the economic value and global impact of technology companies doing business in Washington. The WTIA was using two separate file shares to store all documents and information for key business areas including memberships, events, marketing, and finance. The shares housed extensive content, but their deep file structures made it cumbersome for users to navigate and locate the information they needed. At best, users were lucky to "stumble" across relevant documents while searching through files. In an effort to improve information discovery and streamline operational efficiencies, the WTIA wanted to move from its existing document storage system to a more robust knowledge management solution that would make information more easily accessed, stored, indexed, and searched.

- a. Discuss the knowledge sharing process in WTIA.
- b. How can WTIA move from legacy systems to advanced knowledge management system?